



WPTV

ORDER

Print Date 08/21/12

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Flight Dates 08/10/12-08/13/12

Contract / Revision 307261 /

Original Date / Revision
08/07/12 08/08/12

Advertiser Downey / Non / Circuit Court

Agency Downey / Non / Circuit Court

Buying Contact

151 NW 1st Ave
Delray, FL 33444

Product

Downey for County Court Judge G

Agency Com 15%

Billing Contact

151 NW 1st Ave
Delray, FL 33444

Sales Office WPTVL

Sales Region LOC

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority DEF

Advertiser Ref

Primary Account Executive
WPTV House

Account Executive	Order%	Start Date	End Date
WPTV House	100%		

Order Share 100% Market Value 9225

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	14	\$7,841.25	\$9,225.00	0.00	07/30/12	08/13/12	14	\$7,841.25	\$9,225.00
Totals	14	\$7,841.25	\$9,225.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	08/10/12	08/10/12	M-F 5-6a M-F 5-6a	CM	5-6a	----F--	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	----F--		1		\$250.00		0.00					
N 2	WPTV	08/10/12	08/10/12	M-F 6-7a M-F 6-7a	CM	6-7a	----F--	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	----F--		1		\$725.00		0.00					
N 3	WPTV	08/10/12	08/10/12	Oly Daytime Daytime/Olympics	CM	10a-5p	----F--	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00



WPTV

Print Date: 08/21/12

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Contract / Revision **307261** Flight Dates **08/10/12-08/13/12**

Hiatus Dates

Original Date / Revision 08/07/12/ 08/08/12

Order Sep 00:20:00

Advertiser **Downey / Non / Circuit Cou** Product **Downey for County Court J** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	08/10/12	08/10/12	Oly Daytime Daytime/Olympics	CM	10a-5p	----F--	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	----F--					1	\$650.00		0.00			
N 4	WPTV	08/11/12	08/11/12	SA 9-10am Local Special To The Point	CM	9-10am	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-					1	\$250.00		0.00			
N 5	WPTV	08/11/12	08/11/12	Oly Wknd Sa Wkend Sa/Olympics	CM	10a-6p	-----S-	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-					1	\$550.00		0.00			
N 6	WPTV	08/12/12	08/12/12	Early Morning Olympics Early Morning Olympics S	CM	6-10a	-----S	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S					1	\$450.00		0.00			
N 7	WPTV	08/12/12	08/12/12	Su 9-10a Meet The Press	CM	9-10a	-----S	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S					1	\$1,500.00		0.00			
N 8	WPTV	08/12/12	08/12/12	Oly M-Su Late News M-Su Late News/Olympic	CM	11p-1235a (11:00 PM-11:35 PM)	-----S	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S					1	\$1,000.00		0.00			
N 9	WPTV	08/13/12	08/13/12	M-F 5-6a M-F 5-6a	CM	5-6a	M-----	:30	1	\$300.00	FX	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$300.00		0.00			
N 10	WPTV	08/13/12	08/13/12	M-F 6-7a M-F 6-7a	CM	6-7a	M-----	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$850.00		0.00			
N 11	WPTV	08/13/12	08/13/12	M-F 7-9a Today Show	CM	7-9a	M-----	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$900.00		0.00			
N 12	WPTV	08/13/12	08/13/12	M-F 10-11a Today Show 3	CM	10-11a	M-----	:30	1	\$400.00	FX	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$400.00		0.00			
N 13	WPTV	08/13/12	08/13/12	M-F 1135p-1235a Tonight Show	CM	1135p-1235a	M-----	:30	1	\$325.00	FX	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$325.00		0.00			
N 14	WPTV	08/13/12	08/13/12	M-F 6-630p M-F 6-630p	CM	6-630p	M-----	:30	1	\$1,075.00	FX	0.00	NM	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$1,075.00		0.00			
Totals													14	\$9,225.00	